

ness I may show, let me do it now; let me not neglect it; as I shall not pass this way again."
—Carlyle.

Honolulu Star-Bulletin

HONOLULU, TERRITORY OF HAWAII, SATURDAY, JANUARY 20, 1917.

When you destroy the incentive for industry, you have done more harm than if you destroyed the incentive for shiftlessness.—E. W. Howe.

TWENTY-THREE

SERVICE COMES FIRST IN TIRE TRADE—PARKER

Goodyear Tire & Rubber Co. Capitalized This Idea, Says Local Tire Man

"In the present era of tire merchandizing the secret of success is in service," declares Harry Parker, manager of the Auto Service & Supply Company, local distributors of Goodyear tires. "Only those organizations that make a fine art of service—of making their customers satisfied customers, so that they will come back regularly for their requirements—may hope to gain more than a drift tide share of business."

"Time was when merchants who displayed more than a passing interest in customers, subsequent to effecting a sale, were termed commercial idealists. Today every great business enterprise worthy of the name flourishes on a foundation of service born of expert knowledge and skilled workmanship."

"The idea has come to stay, that tire users may come to their dealers for advice, help and service—that a dealer's obligation to his customers only begins with the sale of the tire and ends only when that tire has rolled its last possible mile."

"The Goodyear Tire & Rubber Company has capitalized this idea in the establishment of service stations in all sections of the country, for the benefit of tire users, so that little by little the motoring public has come to associate Goodyear with service."

"In adopting this policy the Goodyear Company has steeped itself in the spirit of Charles Goodyear, a dreamer, with his feet on a rock, who lived his whole life in quest of the vulcanization secret—that he might be of service to his own and future generations."

"The cost of distribution of tires has always been a substantial part of the cost to consumers. In the early days the channels for distribution were limited. Cars were used in many places where tires and accessories could not be secured. Tire costs were necessarily high. The Goodyear system has simplified all this, for as the industry developed more and more car dealers became interested in selling tires and accessories and rendering adequate service."

"Goodyear has always reserved to itself the privilege of selecting its own representatives to render this service, and has built up relations with dealers all over the country upon the representation that it does everything possible to encourage the local dealer. It is part of the Goodyear plan to build up service stations in every section so that motorists wherever they may be will be within easy reach of these tire depots."

HEARST SELECTS KISSEL KAR FOR ALL YEAR AUTO

The sale of an all-year car to William Randolph Hearst, the publisher, is reported by the Pacific Kessel Kar branch of San Diego, Cal., thus adding one more to the long list of distinguished people owning this type of car.

Mr. Hearst, whose extensive interests in the West keep him in Southern California during a considerable part of the winter, selected one of the all-year Sedans, the great charm of which lies in its marked Kessel individuality.

H. S. Daniels of the Kessel Kar, in mentioning Mr. Hearst's purchase, called attention to the fact that many men able to buy whatever they like, own Kessel all-year cars because they prefer them. "In designing and introducing the all-year car, Kessel not only reduced motoring cost but actual

Honolulu Motorcycle Club Enjoys Outing at Waimea



Scenes at the Honolulu Motorcycle Club picnic held at Waimea last Sunday. The club has planned a number of runs during the year to various points in the islands, and these outings have always been popular with the members of the live wire organization. At the left (upper) is Eddie Cummings, the winner of the race through the sand. Upper right—The start of the novel race through deep sand at Waimea. The first motorcyclist is Frank Tavares. On his left is S. E. Klemme. D. E. Mitchell, president of the club, is seen giving instructions to the riders. Lower left—Klemme getting his machine ready for the sand race. Lower right—Entire party eating their lunch on the beach at Waimea.

AUTOMOBILE CLUB MEMBERS ELECT BOARD OF GOVERNORS ON FRIDAY

Plans Laid for Aggressive Campaign—Wallace R. Farrington Nominated for President of the Club—Good Roads Question Paramount in Discussions. By H. W. White of Vancouver and Wallace R. Farrington—"Get Together" Slogan

Honolulu will be assured of a real automobile club for the coming year. This much was assured when at the meeting on Friday at Laie, active members of the club pledged themselves to work for the best interests of good roads.

In his introductory talk Jack Belser said that the club should be larger, and a campaign should be made at once for members who will become members in action, and not in name only. He predicted a bright future for the club in 1917, and hoped that the Honolulu Automobile Club would lead the fight for better road conditions.

Wallace R. Farrington, who was nominated for the office of president of the club, struck the keynote of the spirit of the organization in his first talk which was dynamic in every respect. He brought out the point that this organization was one which could do much to further the interests of highways which would attract the tourists.

He said in part: "My attention was first called to the need of joining the Honolulu Automobile Club, after I had made a trip around the island. I found that conditions were such that it would require much work on the part of boosters for good roads to get action."

"Let's get together. Center our drive on Good Roads. We need a first class road to Haupia. The Oahu railroad has found that it pays to build a road there, and the people of Oahu, who will be the stockholders in a highway to this point will realize it added to motoring refinement," he said.

that it will be a paying investment. "Gentlemen, the Honolulu Automobile Club is one organization which can center itself on the problems of road building. It is a body of men imbued with the one idea of hammering at the good roads question until it is solved. The time has passed when men should sit down and talk about road conditions and then not act."

"At the Civic Convention in Hilo, much of the talk was on the subject of good roads, and practically every citizen of the territory favors it. The city and county have not enough money to pay for roads outside of Honolulu. It is up to the Honolulu Automobile Club, as a live organization of businessmen, to take the step and lead the way to better conditions."

"To be perfectly frank Honolulu is 10 years behind the times on the road question. It is not too far distant when we will have to compete with Europe and California for our tourist crop. If we want to call the tourist to our shores, we must have something to offer him and that something should be transportation facilities."

"Honolulu is a big city now. It has grown beyond our expectation and we all must begin to realize this point. Our work should be to get a plan of action which will be big and broad. Then we should not be afraid to tackle it because it is too big. We must begin to hammer at the situation until good roads is a reality," he concluded.

Following Mr. Farrington's talk on good roads H. W. White, president of the Vancouver Automobile Club, addressed the members. He said: "I very much agree with Mr. Farrington that you men of Honolulu must keep hammering at the good roads question. I believe you can bring results. You men of this club should wield an influence in the city."



WALLACE R. FARRINGTON

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"I had the pleasure, or rather experience, of driving the first automobile between Edmonton and Calgary. The thermometer registered 31 degrees below zero when I left, but despite handicaps got through all right, although I frightened a number

BILL AND HARRY HAVE MOTORCYCLE TRIP OF SORROW

Bill Bibee and Harry Parker, both of the Auto Service & Supply Company, Ltd., agents for Goodyear tires, decided to see the island of Oahu on motorcycles. Bibee boarded a De Luxe and Parker a Harley Davidson, and their tales of adventure were very interesting.

Both being amateurs, they were just getting accustomed to their machines when they hit the bad roads on the other side of the island. Through mud and sand and rocks they made the best of the rough traveling and arrived at Waimea by lunch time. Parker stated he felt like he had just stepped off the Great Northern after a trip from San Francisco. Everything went well until reaching Waikakala gulch, when Bibee's De Luxe began to make a little too much speed up the grade and tried to disfigure the fence on the side of the road. This caused quite a delay while the motorcycle, Bibee and his clothes were repaired, but they succeeded in getting into Honolulu before bedtime.

They report the roads very good for most of the way, but the bad spots take all the joy out of motoring.

"The automobile has cut down distance. It has made neighbors of people living 200 miles apart. Much of the prejudice against the automobile which existed in those days has passed out. In British Columbia and New Brunswick the motorist drives on the left hand side of the street. At the present time there is much danger as tourists coming to Vancouver and Victoria have difficulty in adapting themselves to the conditions. We made an effort to have a law passed changing the rules of the road, and expect that it will go through within the next two years."

"Ribbons roads are being adopted in Canada, and they answer the purpose to a certain extent. A space of about 10 feet is built at one side of the road, and about one-third the width of the surface of the road. This system has proved to be successful, as it gives the district three times the length at the same cost."

"Roads that are worth while are a big asset to a community. The man who does not own an automobile realizes that as much as the motorist. I estimate that the amount of money which would be spent in Canada if a highway from coast to coast was built would be \$12,000,000 each year. This is something to think about, and when I return to Canada I am going to work for Good Roads Leagues in every community," he concluded.

HAMMERS CARTRIDGE GETS BULLET IN HEAD

FOUNDER, Colo. Maurice R. Hinz, 13-year-old son of Mr. and Mrs. J. P. Rising of 1965 Eleventh street accidentally shot himself through the head while playing with a .22-caliber cartridge. The boy was playing in the back yard of the home when he found the cartridge lying near the sidewalk. He obtained a hammer and struck the cartridge, exploding the bullet. The bullet entered the skin just above the right eyeball. He will recover.

MOTORCYCLE CLUB WILL HAVE FLOAT IN FLORAL PARADE

At a meeting of the Honolulu Motorcycle Club on Wednesday evening it was decided that the club would be represented in the floral parade during the Mid-Pacific Carnival. There are more than 50 members who have promised to be present on that occasion.

Members of the club also voted to subscribe a fund for one of the members who was recently injured while riding his machine. The club will make its next run to Hauula on January 28, going by way of Haleiwa and returning the same way. All those who wish to make the trip are requested to notify the committee in charge at the next meeting of the club.

Last Sunday the club held a run to the other side of the island, where a picnic lunch was one of the events. During the afternoon the members staged a race through the sand on their machines. The course was 250 feet long and many of the riders had difficulty in speeding up through the deep sand.

Eddie Cummings of an Excelsior won the event, with Frank Tavares on an Indian second, Frank Romero on a Harley-Davidson third and S. E. Klemme on a Harley-Davidson fourth. The Excelsior team won out in the tug of war, with the tandem team second. A baseball game was staged, but the score was so large that the recorder has not yet compiled the figures.

STRONG INVITES NOTICE TO ROADS

Brig-Gen. Frederick S. Strong, commanding the Hawaiian department, has filed a report in Washington calling notice to the bad condition of roads at Schofield Barracks, and inviting attention to the fact that an excellent territorial road leads from Honolulu to the entrance of the post. Gen. Strong reports that the only permanent roads and walks are those around the new quarters of the 1st Infantry and 4th Cavalry. Although two squadrons of the 4th Cavalry have been occupying their new barracks for the better part of two years it was only lately that work has been begun on roads and walks there.

The general relates how the post commander this winter was unable to make his way through the road on one date, using a pair of horses and a survey.

"Other main highways in the different regimental garrisons are in equally bad condition," continues the report. "It has become necessary in delivering supplies to encroach upon lawns and other grass plots which represent an expenditure of much time and labor and should be carefully protected."

The report concludes by saying that the quartermaster is without funds for construction or repair of roads.

AMERICAN TARS TWICE AS MANY

[By Associated Press] NEW YORK.—There are approximately two and one-half times as many American sailors now shipping for foreign ports than at any time previous to the war, according to Dr. George S. Webster, secretary of the American Seamen's Friend Society. He attributes this increase partly to the increased wages being given seamen and partly to the improved conditions under which they are working.

Dr. Webster says: "The past three years have marked an almost unbelievable increase in the number of Americans who are shipping as sailors. At our sailors' home on the North River waterfront the men we had previously cared for were almost entirely British, Swedish and German. If an American-born sailor should have mingled in with this company he would have been more or less conspicuous. Today we frequently lodge American sailors and they are practically all men who had not seen service in the merchant marine prior to the outbreak of the war. It is a very fair estimate to say that fully two and one-half times as many Americans are now seafaring men as prior to the war. We can no longer say that the American is a 'land-lubber.'"

"We venture to predict at the American Seamen's Friend Society that the proportion of the American-born sailors to those of other nationalities will immensely increase after the war. In case there is a slight lapse in industrial activity, the seafaring life will doubtless be of attraction to many who have not heretofore considered it."

EXCESSIVE CARBON CAUSE OF KNOCK

A very frequent cause of knocking in a motor is due to excessive carbon in the cylinder and explosion chamber. A great amount of this trouble can be eliminated by properly regulating the lubricating system. Very often where the piston rings are worn they allow an excess of oil to pass into the combustion chamber, which causes carbon to collect. Carbon can be removed to a great extent by inserting in each cylinder, while warm, about two ounces of kerosene oil and allowing to remain for several hours.

BIG SHIPMENT OF REOS ARRIVES AT HAWAIIAN GARAGE

George Wells Pleased With New Refinements of Car; Care Taken in New Model

The first shipment of the brand new Reos arrived in Honolulu this week, received by the Royal Hawaiian Garage, Ltd., and are attracting considerable attention among local motorists.

George Wells, in presenting some of the new features of the Reos, says: "With new body, which has been redesigned throughout, and many detail refinements, the new Reo is an extremely attractive car. Higher sides in the new body, a new and wider windshield, gracefully slanted at a pleasing angle, and plaited leather upholstery with a new type Marshall spring suspension, are the outstanding changes in the newest Reos."

"Many detail improvements throughout the car show the care that has been taken to perfect the new model. The auxiliary seats in the tonneau fold flush with the backs of the front seats and present a much neater appearance. Robe rails and glove pockets are fitted to the back of the individual front seats as well."

"The top curtains for stormy weather are carried in each rear-door pocket. A curtain carrier on the door makes the storm curtain open with the door, a great convenience in entering or alighting from the car in rainy weather."

Mechanically, the new Reo presents little change. So superlatively satisfactory has the Reo proven in the hands of the customers that Reo engineers could find few points on which to make improvements. A new Rayfield carburetor, thoroughly jacketed and fitted to the Reo motor, is practically the only change.

The Roadster has a graceful top of low appearance in keeping with the ideas of the day. The body is mounted on the 'Reo the Fifth' chassis, the popular four-cylinder model. In speaking of this car, Wells says: "You will find by measuring and comparing this roadster that it is much larger outside as well as in—indicating good springs and plenty of hair in the upholstery, where some makers skimp. It's real leather and real hair in Reos, too—the Reo engineers have never found any substitute that is just as good. Reo quality is the same in unseen places as in superficial details. "Feet room is ample, too—for a six-footer. The keynote to the Reo design is accessibility and next in importance is the comfort and convenience of the driver—95 per cent of Reos being 'owner driven.'"

MOTOR HONKS By Otto Horne

James L. Madden, Pacific Coast manager of the Pennsylvania Tire & Rubber Company, is in Honolulu looking over the situation. Pennsylvania tires have made a big hit in Honolulu and the Pacific Coast man is well pleased with the local situation. The Royal Hawaiian Garage is local agents for these tires.

Smoot & Steinhilber received 25 cases of new Savage tires this week. This is the first large shipment to arrive in Honolulu. Savage tires are the only ones of note in the country manufactured on the Pacific Coast. The plant is located in San Diego. Claus Spreckels, who is well known in Honolulu, is sales manager of the company.

Ables-Hertsche Company have received a number of the folding pails which have been so popular on the mainland. The pail folds up so that it can be placed in the tool box or door pocket. The pail holds eight quarts of water and is guaranteed not to leak. The new trouble saver is on exhibition at the Ables-Hertsche Branch at Merchant and Bishop.

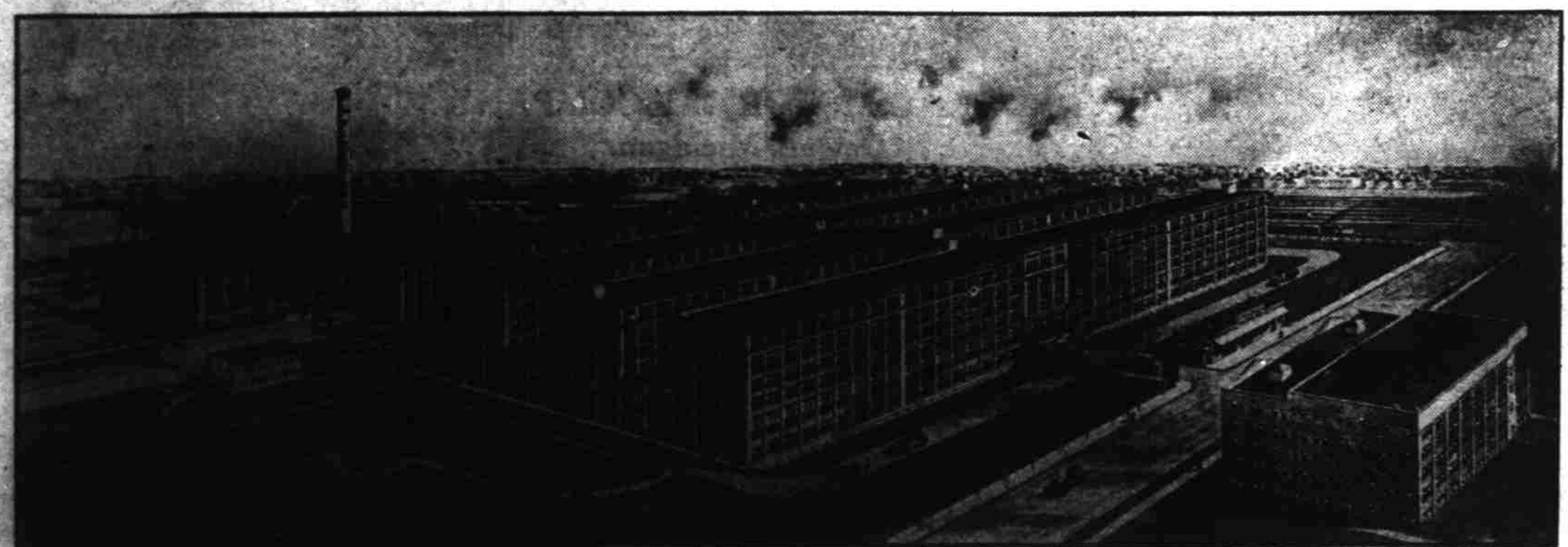
P. M. Smoot, president of Smoot & Steinhilber, has become a real promotion man. While in Ohio last year the Firestone Company was arranging for its calendar which is distributed to more than 500,000 tire users in America. Smoot was in the office of the Firestone artist, and suggested that the calendar for 1917 should be a reproduction of an automobile scene on the beach at Waikiki. After much discussion the artist decided that this was not a bad idea, and 500,000 tire users will see the five-colored photograph of Hawaii's famous bathing resort. The calendars have arrived in Honolulu, and are being distributed at the office of Smoot & Steinhilber.

REO CARS DELIVERED ON ROAD TO SAVE DELAY

The Reo Motor Car Company is driving more than 70 per cent of its output to dealers within a radius of 1000 miles in order to overcome the scarcity of freight cars, and up to the present has been fortunate enough to escape great hardship. The company plans to use flat cars when severe winter weather prevents driving.

If the performance of Goodyear cord tires in the Astor cup race at Sheephead Bay is to be taken as a criterion, it would seem that tire changes in the pit are soon to become a thing of the past. First and second places in this race were won on Goodyear tires without a stop.

Birdseye View of the Firestone Plant and Clubhouse



Honolulu residents have perhaps all seen the big electric sign over Smoot & Steinhilber's building at Merchant and Alakea streets. Firestone tires are advertised on the biggest electric sign in the territory. P. M. Smoot has kindly furnished the Star-Bulletin with a picture of the Firestone building, which is one of the largest plants in America. This building, covered many acres, houses thousands of employees busily engaged manufacturing Firestone tires for the motorists of the world.